



# 2025–2027 Strategic Goals

## Shape the Future of Collaboration

## Raise the Bar — Set the Standard

## Reinvent Learning

## Reimagine Membership

### Focus

Drive thought leadership on collaborative delivery methods throughout the industry

Raise expectations and drive consistent performance of Design-Build Done Right®

Transform learning via diverse modes of experiences, delivery and content

Pioneer a synergistic community structure that propels heightened collaboration and project outcomes

### Goals

- Leverage the concepts and philosophies of Design-Build Done Right®
- Build and expand DBIA and Design-Build brand
- Grow Underutilized Business Enterprise (UBE) engagement
- Empower the next generation of design-build professionals

- Create specialty certifications
- Create an *Owner of Choice* accreditation and recognition program
- Create an industry firm accreditation and recognition program

- Leverage technology to make education more engaging and accessible
- Expand design-build implementation tools and resources
- Fortify professional development paths to appeal to all key players on the team

- Redefine DBIA’s “value proposition” beyond that of products and services
- Restructure the “join” process to ensure ease of inclusivity across Owner and industry firms
- Support the DBIA Regions in providing consistent levels of service and best practice sharing

### Representative Success Measures

- At least three strategic (association) partnerships to expand awareness of Design-Build Done Right®
- 100% increase in UBE firms
- A seamless path/process to go from “student” to “young professional,” resulting in a 10% increase per year in young professionals

- Create an online directory of DBIA certified professionals and accredited Owners and organizations and measure utilization rate
- Increased use of DBIA certification in Owner solicitations

- A tool or a resource exists to support implementation of all best practices
- Successful implementation of a robust Learning Management System (LMS)
- 20% increase in the number of customers seeking DBIA education

- 50% increase in membership
- Improved DBIA National/Region/Chapter relationships as assessed through region leader interviews
- Hold an Annual Summit (virtual or in-person) with Regions and Chapters
- Improve the HUB to facilitate better communication between National, Regions and Chapters